

Cyprus: Help us take our social media and youth engagement programs to the next level



Project Title	Cyprus: Help us take our social media and youth engagement programs to the next level
Project Summary	Looking for energetic and proactive students willing to work with us to introduce our social media to new audiences and develop new and innovative projects to communicate U.S. culture, education, and policy to Cypriots. You will also have a chance to test your media skills and work with us in a dyn
Country	Cyprus

Project Description

The small Public Affairs team in Nicosia is an ever-busy section working to engage local audiences, especially Cypriot youth through social media and various programs. Our staff works to develop fun and innovative projects and create opportunities to initiate constructive discussion on U.S. culture, values, policies, and education.

We are looking for enthusiastic individuals who are in touch with social media trends and developments to engage Cypriot youth across social media platforms, and we believe that American students are uniquely positioned to help us enhance our content. If you are selected, you will be able to exercise your creative skills on our social media channels, preparing graphics, creating and editing videos. You will also be researching and drafting presentations used by Embassy personnel at local educational institutions in close coordination with our team. In previous years students have developed “Day in the Life” videos of Cypriot students studying at U.S. universities.

Required Skills or Interests

Skill(s)

Cultural diplomacy

Graphic design

Social media management

Storytelling/blogging/vlogging

Videography

Additional Information

Over the last few years, our Facebook page USEmbassyCyprus has become the mission's main online communication channel to Cypriot audiences from all walks of life, but especially youth. Despite being a small Public Affairs team, we work to prepare interesting daily content for our audiences, focusing on local events, holiday celebrations, information on Embassy and State Department programs, anniversaries, and other programs. If you are selected, you will get to experience this process taking place in an intriguing political environment such as Cyprus. In support of this endeavor, we design both short- and long-term campaigns using a combination of U.S. Government produced articles and materials and local features. You will also get to work closely with our Public Diplomacy team to design these campaigns and explore new platforms and outreach tools.

We will communicate with interns through a regularly scheduled online VOIP (Voice Over Internet Protocol, e.g. Skype) calls, emails, and online document collaboration through cloud-based applications (note: Nicosia is seven hours ahead of Eastern Standard time). Occasionally, virtual interns may participate in the public diplomacy team meetings through teleconferencing to gain a more holistic understanding of how specific projects contribute to the larger goals of the Public Affairs Section.

Successful candidates would need to follow current social media trends, and understand Facebook insights and Twitter analytics. They will also get to work on alternative platforms to reach existing and new audiences. Awareness of current State Department priorities and campaigns is preferred but not required. When needed, interns will work on special projects relating to American history, music, education, art, etc. to help Embassy Cyprus expose local audiences in lesser-known areas of U.S. culture which are not widely known. At times, Nicosia's Virtual Interns may also be asked to help with audio and video transcription, assist with budgeting, and proposal drafting. Knowledge of either Greek or Turkish would be welcome and helpful, but not required.

Another post social media priority is the promotion of U.S. Education among secondary and tertiary students in Cyprus. Interns may be asked to create content by combining EducationUSA and other U.S. Government materials with content based on their own experiences or by coordinating with Cypriot students currently studying in the United States.

Every year, the Embassy organizes a series of speaker programs with presentations and discussions by Embassy officers at local schools and institutions. Virtual Interns may work with speakers to prepare presentations and research materials in the form of historical background, videos, and photos for these presentations.

We strongly believe that through this internship, the selected candidate will gain experience in State Department public diplomacy work with foreign audiences and gain a better understanding of the Foreign Service.

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Greek	Limited working proficiency	Limited working proficiency	Nice to Have

Turkish Limited working proficiency Limited working proficiency Nice to Have
